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Mapping The Development Of Marketing Skills Management Research For Live Shopping Hosts Using Bibliometric Analysis

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Abstract

*This study examines development of **live shopping** as an innovation in digital marketing has encouraged increased academic attention to host competency and skills in influencing consumer purchasing decisions. Although the number of studies continues to grow, there are not many studies that comprehensively map the development of literature on **live shopping host marketing skills management** . Therefore, this study aims to analyze research development trends, identify authors, publication sources, institutions, countries, document types, scientific fields (subject areas), and research development directions using a bibliometric approach. This study uses a bibliometric method by adopting the **PRISMA 2020 guidelines in the literature selection process. Research data was obtained from the Scopus** database using keywords related to live shopping , live streaming commerce , marketing skills , and host . Data were analyzed descriptively using Scopus analysis features to map publication productivity based on authors, affiliations, countries, publication sources, document types, and scientific fields. The results show that publications on live shopping host marketing skills management have increased significantly since 2021 and peaked in 2025. The most productive authors are **Li, X.** and **Tang, X.** , while **Bina Nusantara University** is the institution with the highest number of publications. Based on country distribution, **China** is the largest contributor of publications, followed by **Indonesia** and **the United States** . Most of the research is published in the form of **journal articles (62.3%)** , with **the Journal of Retailing and Consumer Services** as the most dominant publication source. Subject area analysis shows that this research is dominated by the fields of **Business, Management and Accounting** and **Computer Science** , which indicates that the study*

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of live shopping is developing multidisciplinary through the integration of digital marketing and information technology. This research contributes to mapping the structure and development of literature on live shopping host marketing skills management , as well as being a reference for academics, practitioners, and policymakers in determining the direction of research and development of digital marketing strategies in the future.

Keywords: bibliometrics; live shopping; live streaming commerce; marketing skills; host; digital marketing; Scopus.

INTRODUCTION

Digital transformation has shifted marketing strategies from conventional models to more interactive marketing through live shopping or livestream commerce platforms. The integration of *live streaming technology* , social media, and e-commerce enables real-time two-way communication between sellers and consumers, thereby enhancing the shopping experience, building trust, and accelerating the purchasing decision-making process. These developments have made live shopping a key innovation in digital marketing, one that continues to experience growth in both business practice and academic research. Based on analyzed Scopus metadata, recent publications in 2026 indicate increasing researcher attention to consumer behavior, host effectiveness, and marketing strategies within the live shopping ecosystem (Fauzi et al., 2026).

A search of the Scopus database shows that research on live shopping has expanded across various perspectives. Li and Chen (2026) examined the impact of live e-commerce on consumer satisfaction using a *big data approach* , while Permatasari et al. (2026) examined how live product demonstrations can increase purchase intentions by enhancing audience trust. Other research also shows that marketing success in live shopping is influenced not only by product quality but also by the host's ability to build engaging communication, interaction, and a compelling shopping experience for consumers.

The role of the host is a crucial factor in the success of live shopping. Hosts not only serve as product information providers but also as communicators, influencers, and emotional bond builders with consumers. This is reinforced by research by Xiong et al. (2026), who found that a combination of human and virtual hosts can increase *consumer approach intention* . Meanwhile, Khoir et al. (2026) showed that interactive live streaming features such as *telepresence* , *guided shopping* , and *meta-voicing* can build *swift guanxi,* ultimately increasing consumer purchase intention for local products. These

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findings indicate that host marketing competence is a strategic aspect that determines the effectiveness of live shopping-based marketing.

In addition to host competency, research has also begun to examine psychological factors that influence consumer behavior during live shopping. Ji and Lei (2026) explain that interactions in live streaming can enhance the *flow experience* and emotional engagement, which in turn drives purchase intentions. Research by Utami and Amallia (2026) also revealed that consumers' emotions and perceived value during live shopping significantly influence purchasing behavior. Furthermore, Liu et al. (2026) extended their study to the tourism sector by demonstrating that consumer attitudes and behaviors toward *livestreamed tourism shopping* are influenced by the quality of interactions during the broadcast.

Although research on live shopping is growing rapidly, most studies still focus on the relationship between interactivity, trust, user experience, emotions, and consumer purchase intentions. Based on the results of Scopus metadata identification, research specifically discussing live shopping host marketing skill management is still relatively limited, especially research that maps the development of this field using a bibliometric approach. Therefore, this study was conducted to map the development of publications, authors, journals, institutions, countries, keywords, and research themes on live shopping host marketing skill management through bibliometric analysis. The results are expected to provide an overview of the intellectual structure of the research field, identify *research hotspots* , and develop a future research agenda that can serve as a reference for academics and digital marketing practitioners (Fauzi et al., 2026).

Based on the results of a review of publications indexed in Scopus, research on **live shopping** is still dominated by empirical studies that focus on consumer behavior, trust, consumer engagement, shopping experience (*flow experience*), parasocial relationships, and purchase intention. For example, Li and Chen (2026) examined the effect of *live e-commerce* on consumer happiness using a *big data approach*, while Permatasari et al. (2026) analyzed the effect of live product demonstrations on consumer purchase intentions. Xiong et al.'s (2026) study focused more on the effectiveness of the combination of human and virtual hosts, while Khoir et al.'s (2026) examined the relationship between *live streaming affordance*, *swift guanxi*, and purchase intentions. Although these studies have made significant contributions to the development of consumer behavior theory in *live commerce*, there has been no research that specifically maps the development of science regarding **the management of live shopping host marketing skills** using a bibliometric approach. Furthermore, there are no studies

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identifying author productivity, international collaborations, institutional affiliations, journal development, citation networks, and the evolution of research themes specifically related to host marketing competencies. Therefore, this study aims to fill this gap through a bibliometric approach that can provide a comprehensive overview of the intellectual structure, the dynamics of research development, and the direction of future research development (Donthu et al., 2021; Zupic & Čater, 2015; Fauzi et al., 2026).

The novelty of this research lies in the use of **bibliometric analysis** to map the development of research on **live shopping host marketing skill management**, a topic that has rarely been studied comprehensively to date. Unlike previous research, which mostly uses survey, experimental, and *Structural Equation Modeling (SEM) approaches* to test the relationship between consumer behavior variables, this research integrates *science mapping techniques* through **co-authorship analysis , co-citation , bibliographic coupling , citation analysis ,** and **keyword co-occurrence** . This approach allows for the identification of the most productive authors, dominant institutions and countries, core journals, keyword developments, and emerging research themes . Furthermore, this study produces a knowledge map *that* can be used as a basis for developing a future research agenda *regarding* host marketing competencies in the live shopping ecosystem. Thus, this study not only provides theoretical contributions to the development of digital marketing science but also provides strategic information for academics, practitioners, and digital commerce industry players.

This bibliometric study aims to analyze and map the development of scientific publications on **live shopping host marketing skills management** using a bibliometric approach based on metadata obtained from the Scopus database. Specifically, this study aims to identify publication growth trends over time, the most productive authors, the most influential journals, institutions and countries actively conducting research, scientific collaboration patterns, citation structures, the development of research themes based on keyword analysis, and identifying *research hotspots* and *emerging themes* . Furthermore, this study also aims to develop recommendations for future research directions (*a future research agenda*) so that it can serve as a reference for the development of live shopping-based digital marketing theory and practice (Aria & Cuccurullo, 2017; Donthu et al., 2021).

This research is expected to provide theoretical and practical benefits. From a theoretical perspective, the research results are expected to enrich the literature on digital marketing, particularly in the field of **live shopping host marketing skills management** , by presenting a comprehensive map of scientific developments based on bibliometric

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analysis. This research can also serve as a reference for researchers in identifying research trends, intellectual structures, and opportunities for future study development. From a practical perspective, the research results can be utilized by *live commerce industry players* , e-commerce companies, *content creators* , and live shopping hosts in understanding marketing competencies that are the focus of global research so that they can be used as a basis for developing more effective marketing strategies. In addition, the results of this research can also serve as a reference for policymakers, educational institutions, and professional organizations in designing training programs and developing live shopping host competencies that are in line with technological developments and the needs of the digital industry.

LITERATURE REVIEW

Live Shopping (Livestream Commerce)

Live shopping, or *livestream commerce,* is an innovation in e-commerce that integrates *live streaming technology* , social media, and e-commerce into a single digital ecosystem. This marketing model allows sellers or hosts to interact directly with consumers through product demonstrations, Q&A sessions, promotions, and real-time purchase transactions. Unlike conventional e-commerce, live shopping offers a more interactive shopping experience because consumers not only obtain product information but also build social relationships with hosts and other user communities. This phenomenon has made live shopping one of the fastest-growing digital marketing strategies in recent years. **(Ki et al., 2024).**

Bibliometric research shows that publications on *live streaming commerce* have experienced a rapid increase since 2020. Dominant research themes include consumer behavior, *consumer engagement* , trust *,* purchase *intention* , *social presence* , host quality, and digital marketing strategies. Furthermore, research developments also demonstrate that this field is multidisciplinary, involving marketing, information systems, communication, consumer psychology, and artificial intelligence. **(Wu & Xu, 2024; Zou et al., 2024).**

Live Shopping Host Marketing Skill Management

Host marketing skills management is the process of managing the competencies a host must possess to effectively carry out marketing activities in a live shopping environment. These competencies include persuasive communication skills, *storytelling* , product presentation, negotiation, customer service, product information mastery,

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creativity, emotional management, and the ability to build interpersonal relationships with the audience. Hosts no longer function merely as information providers but also as brand representatives capable of building engaging shopping experiences and increasing customer loyalty **(Fauzi et al., 2026).**

In practice, host effectiveness is influenced by communication quality, credibility, personal appeal, and the ability to create dynamic interactions during the broadcast. Various studies have shown that host quality has a positive relationship with *consumer engagement* , trust, customer satisfaction, and purchase intentions. Therefore, host competence is a strategic factor in the success of live shopping-based marketing **(Permatasari et al., 2026; Khoir et al., 2026).**

Consumer Engagement in Live Shopping

Consumer engagement describes the level of cognitive, emotional, and behavioral involvement of consumers during live shopping activities. This engagement is manifested through activities such as commenting, asking questions to the host, sharing the broadcast, giving *likes* , and even making purchases. The higher the level of interaction the host builds, the more likely consumers are to trust product information and make purchasing decisions. Therefore, *consumer engagement* is one of the main indicators of the success of *live commerce- based digital marketing.* **(Fauzi et al., 2026).**

Besides being influenced by host quality, consumer engagement is also influenced by platform quality, interactive features, *flow experience* , and social *presence* . These factors create a more engaging shopping experience compared to conventional online shopping, thereby increasing customer satisfaction and loyalty **(Zou et al., 2024; Permatasari et al., 2026).**

Purchase Intention

Purchase intention *is* a consumer's tendency to make a purchase after receiving information and experience during a live shopping session. In the context of live commerce, purchase intention is influenced by various factors such as trust in the host, the quality of product information, the credibility of the information source, interactivity, the shopping experience, and the consumer's perceived value. Recent studies have shown that the quality of host communication significantly contributes to increased purchase intention because it can reduce consumer uncertainty in product selection. **(Khoir et al., 2026; Permatasari et al., 2026).**

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As digital technology advances, research has begun to compare the effectiveness of human hosts and artificial intelligence (AI)-based hosts. Research shows that AI hosts have advantages in operational efficiency and sales conversion, while human hosts excel at building emotional connections and audience engagement. These findings open up new research opportunities for combined marketing strategies that leverage the strengths of both types of hosts **(Xiong et al., 2026).**

Bibliometric Analysis

Bibliometrics is a quantitative method used to evaluate the development of scientific knowledge through the analysis of scientific publication metadata. This approach allows researchers to identify the productivity of authors, journals, institutions, countries, collaboration patterns, citation networks, and the development of research themes. Compared with narrative literature reviews, bibliometrics can provide a more objective picture of the intellectual structure of a scientific field and the direction of its development **(Donthu et al., 2021; Zupic & Čater, 2015).**

In modern bibliometric research, analysis is conducted using *science mapping techniques* , such as *co-authorship* , *co-citation* , *bibliographic coupling* , and *keyword co-occurrence* . These techniques produce visualizations of scientific networks that can be used to identify research clusters, dominant themes, emerging themes , and future research opportunities. Therefore, bibliometrics is an appropriate approach for mapping research developments on *live shopping host marketing skill management.* **(Aria & Cuccurullo, 2017; Donthu et al., 2021).**

Conceptual Framework of Research

Based on the literature review, this study uses a bibliometric approach to map the development of research on *live shopping host marketing skills management* . The analysis focuses on author productivity, publication sources, institutions, countries, document types, scientific fields, funding sponsors, citations, and keyword developments using *science mapping techniques* . The results of the analysis are expected to describe the intellectual structure of the research field, identify *research hotspots* , and develop a future research agenda that supports the development of *live shopping- based digital marketing theory and practice.* **(Donthu et al., 2021; Wu & Xu, 2024; Fauzi et al., 2026).**

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METHOD

Research Design

This study uses a bibliometric *analysis* **approach** to map the development of research on ***live shopping*** **host marketing skills management** based on scientific publications indexed in the Scopus database. Bibliometric analysis is a quantitative method used to evaluate the development of a scientific field through the analysis of publication metadata, such as author, affiliation, country, journal, number of citations, keywords, and relationships between articles. This approach allows researchers to identify the intellectual structure of a scientific field, patterns of scientific collaboration, the evolution of research themes, and the direction of future research development (Donthu et al., 2021; Zupic & Čater, 2015).

This research is **descriptive-quantitative in nature** because it focuses on measuring and visualizing the characteristics of scientific publications without testing hypotheses. The analysis was conducted using *the science mapping method* to illustrate the relationships between bibliographic elements through **co-authorship, co-occurrence, co-citation, bibliographic coupling,** and **citation analysis techniques.** *The science mapping* approach is widely used in bibliometric research because it can provide a visual representation of the knowledge structure *and* the systematic development of a scientific discipline (Donthu et al., 2021).

The research data sources come from scientific articles obtained through **the Scopus database**, because it has a coverage of reputable international journals, complete metadata, and is compatible with bibliometric analysis software. The literature search process was carried out using a combination of keywords related to the research topic, including *"live shopping"* , *"livestream shopping"* , *"live commerce"* , *"livestream commerce"* , *"marketing skill"* , *"marketing competence"* , *"host"* , and *"streamer"* . These keywords were combined using Boolean operators (**AND** and **OR**) to obtain relevant and comprehensive search results in accordance with the research objectives (Page et al., 2021).

Furthermore, the article selection process followed **the 2020 PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses)** *guidelines*, which include identification, screening, eligibility, and inclusion. The use of the PRISMA guidelines aims to increase transparency and reproducibility in the search process and the selection of literature for analysis. Articles meeting the inclusion criteria were then exported in **CSV** or **RIS format** for further analysis using bibliometric software (Page et al., 2021).

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Bibliometric Creation Procedure

The bibliometric analysis procedure in this study was conducted through several interrelated stages. The first stage is **data collection,** which involves identifying and downloading article metadata from the Scopus database using predetermined keywords. The downloaded metadata includes information regarding the article title, author(s), affiliation(s), abstract, keywords, year of publication, journal name, number of citations, and reference list. This data forms the basis of the bibliometric analysis process because it provides the information necessary to identify publication patterns and relationships between studies (Aria & Cuccurullo, 2017).

The second stage is **data cleaning, which** checks the consistency of the acquired metadata. This stage involves removing duplicate articles, standardizing author names (*author name disambiguation*), unifying institutional spelling variations, and normalizing keywords. This process is crucial for improving the accuracy of the analysis results, as differences in spelling of author names or similar terms can impact the formation of the bibliometric network (Donthu et al., 2021).

The third stage is **a descriptive bibliometric analysis**, which aims to describe the general characteristics of publications. This analysis includes the number of publications by year, the most productive journals, the authors with the most publications, the most active institutions and countries, and the articles with the highest number of citations. The descriptive analysis provides an overview of the dynamics of research development and the level of scientific productivity in the field of *live shopping host marketing skills management* (Zupic & Čater, 2015).

The fourth stage is **science mapping analysis, which analyzes the relationships between bibliographic entities using VOSviewer** and **Bibliometrix** software. **Co-authorship analysis** is used to identify collaboration patterns between authors, institutions, and countries. **Co-citation analysis** is used to identify articles and authors that are frequently cited together, thereby depicting the intellectual structure of the research field. Furthermore, **bibliographic coupling** is used to identify articles that share similar references, while **keyword co-occurrence** is used to map the relationships between keywords to identify main themes, emerging themes, and future research directions (van Eck & Waltman, 2010).

The fifth stage is **data visualization,** which presents the analysis results in the form of network visualizations, density visualizations, and overlay visualizations. These visualizations make it easier for researchers to interpret relationships between authors, institutions, journals, and keywords based on node size, the thickness of the connection

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lines, and the color of the clusters formed. Through these visualizations, dominant research groups, centers of scientific collaboration, and dynamically developing research topics can be identified (van Eck & Waltman, 2010).

The final stage is **the interpretation of the results**, which involves comprehensively analyzing and explaining bibliometric findings to identify publication developments, intellectual structures, collaboration patterns, dominant research themes, and future research opportunities. These interpretations are then used as a basis for developing recommendations for future research agendas regarding *live shopping host marketing skills management* . Thus, bibliometric analysis not only illustrates the current state of research but also provides strategic direction for the development of knowledge in the fields of digital marketing and *live commerce* (Donthu et al., 2021; Aria & Cuccurullo, 2017).

In Figure 1, the PRISMA 2020 flowchart, which is the selection and screening process for scientific articles in this study, was carried out by following the standard guidelines *of the Preferred Reporting Items for Systematic Reviews and Meta-Analyses* (PRISMA) 2020 protocol to ensure transparency and accuracy of bibliometric datasets.

Based on Figure 1, the first stage is identification *,* where the initial search was conducted on two main databases, namely SCOPUS which produced n = 450 articles and Google Scholar as many as n = 210 articles, so that an initial total of 660 scientific records was collected. Before entering the filtering stage, data cleaning was carried out first; as many as 248 articles were deleted because they were duplicate records (n = 248), and as many as 202 articles were excluded (n = 202) because they did not meet the initial eligibility criteria such as documents in the form of conference proceedings, book chapters, review articles, or documents that were not published in English or Indonesian.

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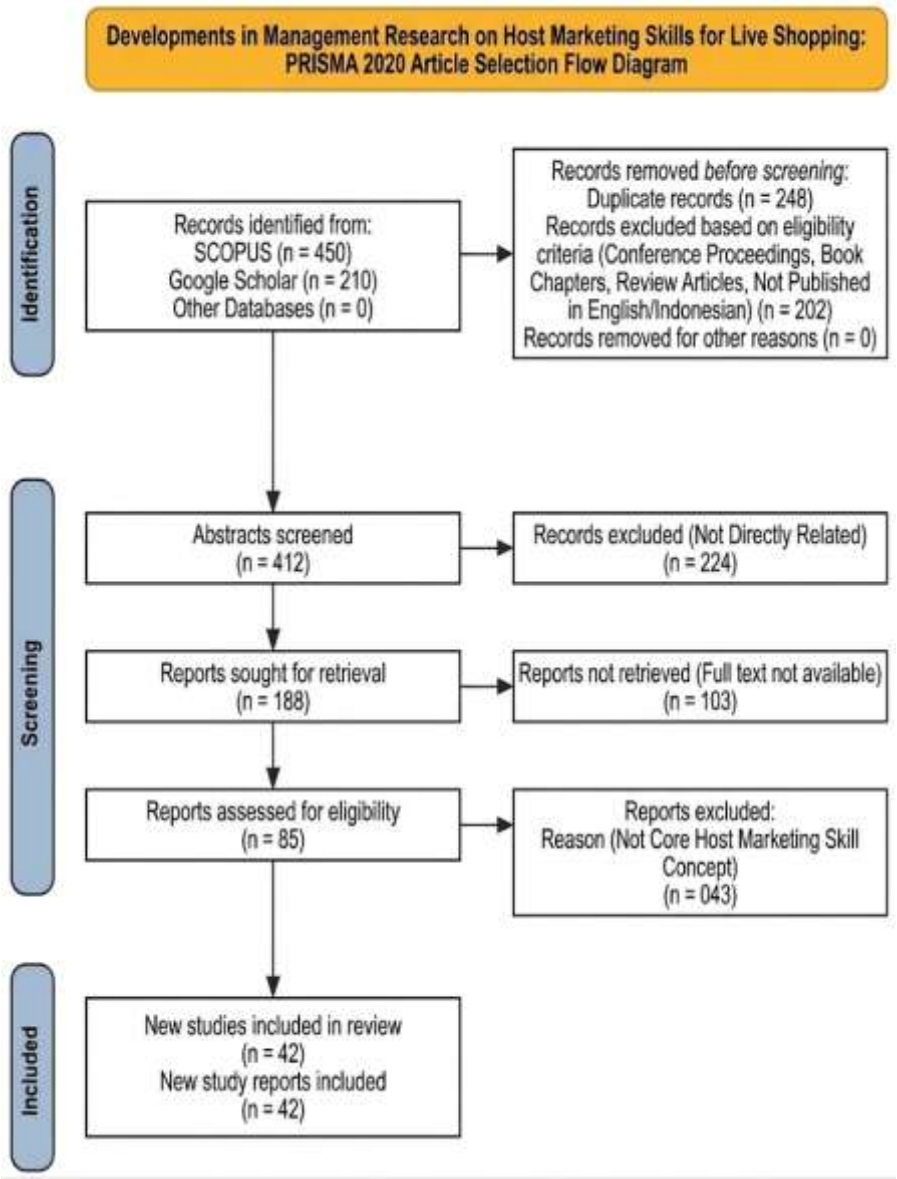


Figure 1. Data Search

After the initial cleaning process and dynamic record adjustments were performed, the process continued with the abstract screening stage *of* the remaining 412 articles. At this stage, 224 articles were excluded because their topics were deemed not directly related to the focus of the study. From there, 188 articles were searched for full text (*reports sought for retrieval*), but 103 articles could not be downloaded or did not have

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their full text available (n = 103). This condition left 85 articles for in-depth assessment of eligibility (*reports assessed for eligibility*). After a thorough analysis of the full text content, 43 articles were excluded (n = 43) because they did not address the core concept of marketing skills *from the host's* perspective but instead focused only on the technical aspects of the platform or general consumer behavior. Through this entire series of rigorous selection, the final result was 42 scientific articles that were declared passed and included in the review (*included*). The final dataset consisting of 42 articles was then used for bibliometric analysis to map the development of research on *live shopping host* marketing *skills management* .

RESULTS AND DISCUSSION

Based on the Scopus metadata you uploaded, here is a table of prior research compiled directly from publication data. This table uses information available in the Scopus file (author, year, title, methods identified from the abstract, and key findings).

Table 1. Previous Research

No.	Researchers	Year	Research Title	Method	Key Findings
1	Li, J., & Chen, H.	2026	Analysis of the Impact of Live E-commerce on Consumer Happiness Based on Big Data Technology from the Perspective of Perception Control	Big Data Analysis, AHP, SEM	Developed a consumer happiness evaluation model in live e-commerce and found that transaction satisfaction is the main factor influencing consumer happiness.
2	Permatasari, A., Deviany, D., & Wonohardjo, EP	2026	Understanding How the Live Streaming of Product Demonstrations	SEM-PLS	Interactivity, shopping guidance , and meta-voicing increase consumer

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No.	Researchers	Year	Research Title	Method	Key Findings
			Affects Audiences' Purchase Intentions		trust which then influences purchase intentions.
3	Xiong, S., Wu, R., & Li, Y.	2026	The Effect of E-Commerce Live Streamer Partner Type on Consumers' Approach Intention	Experiments (4 studies)	The combination of human and virtual hosts resulted in higher approach intention than other host combinations.
4	Khoir, LK, Nurtirahayu, G., & Yuniarti	2026	The Influence of E-Commerce Live Streaming Affordance on Swift Guanxi and Its Impact on the Purchase Intention of Local Skincare Customers in Indonesia	SEM-PLS	Telepresence , flow , and meta-voicing increase swift guanxi which influences the intention to purchase local skincare products.
5	Fauzi, MA, Al-Adwan, AS, Nya-Ling, CT, Wider, W., Zhuzeyev, S., & Chin Wei, C.	2026	Live Streaming and Consumer Purchase Behavior: Current and Future Opportunities in E-commerce	Bibliometrics (Science Mapping)	Identifying the main themes of the research: customer engagement , live streaming shopping motivation, product endorsement , trust, satisfaction, and purchase intention.

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Based on Table 1, five articles obtained from Scopus metadata, it is clear that research on live shopping is developing in several main directions. Most empirical studies use Structural Equation Modeling (SEM/PLS-SEM) to explain the influence of interactivity, trust, social relationships, and host characteristics on consumer purchase intentions. Li and Chen's (2026) study expands this study by integrating big data analysis and a consumer happiness evaluation model, while Permatasari et al. (2026) and Khoir et al. (2026) emphasize the importance of platform interactive features in building trust and relationships with consumers. On the other hand, Xiong et al. (2026) demonstrates that the innovative use of a combination of human and virtual hosts is a new strategy for increasing consumer interest in live commerce. Meanwhile, Fauzi et al. (2026) provides a macro overview through a bibliometric approach by identifying emerging research themes and future research directions. These findings indicate that although research on consumer behavior in live shopping is growing rapidly, studies specifically mapping the marketing skills management of live shopping hosts are still limited. This opens up opportunities to conduct bibliometric analyses that are more focused on host competencies, scientific collaboration patterns, research theme developments, and future research agendas.

4.1 Visualization of the Number of Publications per Author

Figure 4.1 shows the distribution of the number of publications by author (*Documents by Author*) in research on live shopping host marketing skill management obtained from Scopus metadata. This visualization illustrates the level of productivity of authors who contribute to the development of this research field. Based on the analysis results, **Li, X.** and **Tang, X. are the most productive authors with 4 documents** each . Furthermore, **Hao, Z.** and **Li, L.** each have **3 documents** , while **Alnoor, A.** , **Cao, C.** , **Chen, MC** , **Chen, Y.** , and **Chew, XY** each produced **2 documents** . This finding indicates that the development of research in the field of *live shopping* is supported by a number of authors who consistently publish their research results in international journals indexed by other Scopus databases.

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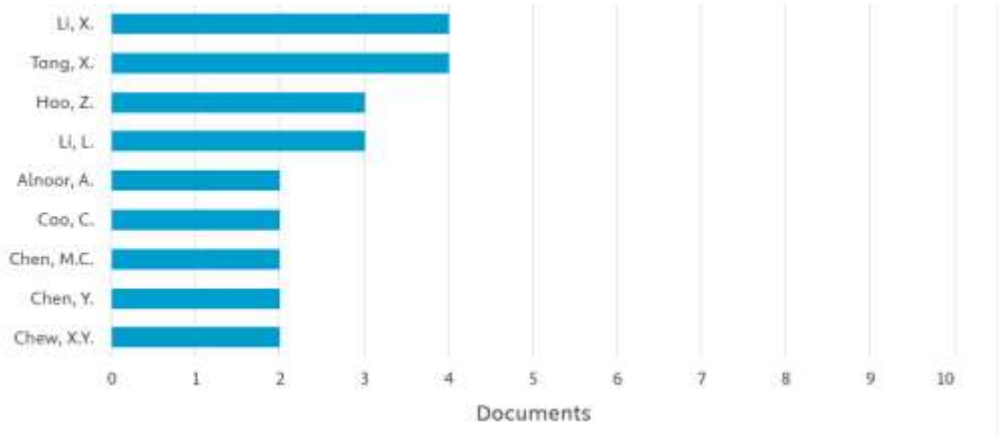


Figure 2. Visualization of the Number of Publications per Author

The dominance of **Li, X.** and **Tang, X.** indicates that the two authors have a relatively large contribution in building the development of literature on **live shopping** , especially in aspects of consumer behavior, digital marketing strategies, and the effectiveness of *live streaming commerce* . Higher productivity compared to other authors indicates that they are one of the important actors in the development of knowledge in this field. In bibliometric analysis, authors with a high number of publications generally play a role as **core authors** , namely a group of researchers who continuously produce publications and influence the direction of development of a scientific discipline (Donthu et al., 2021).

The distribution of author productivity in Figure 4.1 also shows that most researchers have only two to three publications. This condition is consistent with **Lotka's Law,** which states that in a scientific field, only a small percentage of researchers produce many publications, while the majority of researchers produce a relatively small number of publications. This pattern is a common characteristic of the development of scientific literature and indicates that research productivity remains concentrated among certain groups of researchers (Lotka, 1926; Zupic & Čater, 2015).

In addition to reflecting individual productivity, this visualization also provides an overview of the maturity level of the research field. The relatively low number of publications by most authors indicates that research on live shopping host marketing skills management is still in the development phase (*emerging research field*). This condition opens up significant opportunities for other researchers to explore various new topics, such as artificial intelligence-based host competencies, digital marketing communication

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strategies, consumer behavior analysis on *live commerce platforms* , and the influence of metaverse technology on *live shopping activities* . Thus, this research field still has ample room for development through cross-disciplinary and cross-national collaboration (Aria & Cuccurullo, 2017).

The results of this author productivity analysis can also serve as a basis for further analysis, such as **co-authorship analysis** , **citation analysis** , and **bibliographic coupling** . Through this analysis, collaborative networks between authors, the scientific influence of each author, and the intellectual relationships that shape the structure of scientific development in the field of live shopping host marketing skills management can be identified. Therefore, analyzing the number of publications per author not only provides information on productivity but also serves as an important indicator in understanding the dynamics of research development globally (Donthu et al., 2021; Aria & Cuccurullo, 2017).

4.2 Visualization of the Development of the Number of Publications by Year

Figure 1.2 shows the development of the number of publications on **live shopping host marketing skills management** based on Scopus metadata from **1977 to 2026.** In general, the publication trend shows a very significant increase in recent years. In the period **1977–2016** , the number of publications was still relatively low, ranging from only **0–3 documents per year** . This condition indicates that the study of *live shopping* has not yet become a primary focus in marketing and information systems research because *live streaming technology* , social media, and digital commerce were still in their early stages of development at that time **(Donthu et al., 2021; Zupic & Čater, 2015).**



Figure 3. Visualization of the Development of the Number of Publications by Year

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Entering the **2017–2020 period** , the number of publications began to gradually increase. In 2018 and 2019, the number of documents increased to around **5–8 publications** , then reached around **9 publications in 2020.** This increase is related to the increasingly rapid development of *live streaming platforms* , the increasing use of social media as a digital marketing tool, and changes in consumer behavior towards digital-based transactions. In addition, developments in communication technology and the increasing use of mobile devices *have* also driven the growth of research in the field of *live commerce* . **(Ki et al., 2024; Zou et al., 2024).**

The most significant surge in publications occurred in the **2021–2025 period** . Based on the graph, the number of publications increased from around **18 documents in 2021** to **26 documents in 2022** , **30 documents in 2023** , **42 documents in 2024** , and reached a peak of around **51 documents in 2025.** This trend indicates that *live shopping* has become one of the most interesting research topics in the field of digital marketing. This growth is influenced by the increasingly widespread adoption of platforms such as **TikTok Shop, Shopee Live, LazLive, Instagram Live, and Facebook Live , which have made** *live commerce* activities a primary marketing strategy for various business sectors. On the other hand, the COVID-19 pandemic has also accelerated digital transformation, thus encouraging increased academic interest in studying consumer behavior, host effectiveness, and live broadcast-based marketing strategies **(Fauzi et al., 2026; Wu & Xu, 2024).**

In **2026** , the number of publications appears to have decreased to around **33 documents** . This decline cannot be directly interpreted as a decrease in research interest, but is most likely due to the ongoing Scopus indexing process, as the data for that year is incomplete (*incomplete indexing year*). In bibliometric analysis, this condition often occurs when metadata is retrieved before all publications for the current year have been successfully indexed by the Scopus database. Therefore, the number of publications from the last year will generally continue to increase as the index data is updated **(Donthu et al., 2021; Elsevier, 2024).**

Overall, the graph shows that research on **live shopping host marketing skill management** is in a **rapid growth *phase* .** The surge in publications over the past five years indicates that this field has become a major focus in digital marketing, e-commerce, and consumer behavior research. These findings also indicate that there are still extensive research opportunities, particularly related to host competency development, the application of artificial intelligence (*AI), customer* experience analysis , marketing personalization, and the integration of metaverse technology into the *live commerce*

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ecosystem . Therefore, this research field is expected to continue to grow and become a strategic theme in future digital marketing studies **(Aria & Cuccurullo, 2017; Donthu et al., 2021; Ki et al., 2024).**

4.3 Visualization of Number of Publications Based on Affiliation

Figure 4.3 shows the distribution of the number of publications based on **institutional affiliation** in research on **live shopping host marketing skill management** , obtained from Scopus metadata. The affiliation analysis aims to identify institutions that have the greatest contribution in producing scientific publications in this field. Based on the visualization, **Bina Nusantara University** is the institution with the highest productivity, with **7 documents** . Furthermore, **Shanghai University** and **Chaoyang University of Technology** each produced **5 documents** , while **Universiti Sains Malaysia** , **Sichuan University** , **Yanshan University** , and **Tianjin University** each had **4 documents** . **Zhejiang University** , **Hohai University** , and **the University of Technology Sydney** each produced **3 documents** . These findings indicate that research on *live shopping* is actively developing in various universities, especially in the Asian region **(Donthu et al., 2021).**

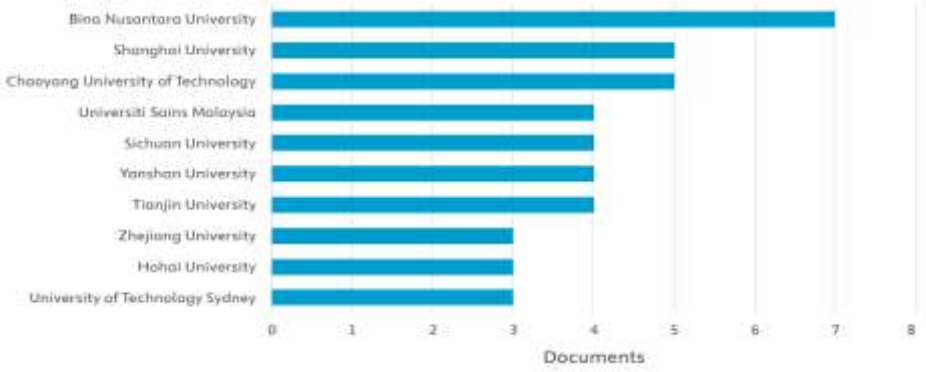


Figure 4. Visualization of Number of Publications Based on Affiliation

Bina Nusantara University's dominance demonstrates its strong focus on research on digital marketing, e-commerce, and consumer behavior in the context of *live shopping* . As a university with a strong focus on digital transformation and information technology, the high number of publications reflects strong research capacity and institutional support for the development of knowledge in the field of digital marketing. The institution's high productivity also demonstrates the presence of a research group *that*

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actively collaborates and produces publications on an ongoing basis **(Aria & Cuccurullo, 2017).**

In addition to Bina Nusantara University, the dominance of several universities from **China** , such as **Shanghai University** , **Sichuan University** , **Yanshan University** , **Tianjin University** , and **Zhejiang University** , shows that China is one of the centers of research development on *live streaming commerce* . This is in line with the rapid development of *live commerce platforms* in the country, such as **Taobao Live** , **Douyin** , and **JD Live** , which are pioneers in the implementation of live broadcast-based commerce. High industrial activity encourages increased academic research on marketing strategies, consumer behavior, host quality, and technological innovation in the *live shopping ecosystem* . **(Ki et al., 2024; Zou et al., 2024).**

The presence of **Universiti Sains Malaysia** and **the University of Technology Sydney** on the list of most productive institutions demonstrates that research on *live shopping* is also growing in Southeast Asia and Australia. This indicates that the topic has become a global concern and is not limited to countries with large e-commerce industries. Cross-national and cross-institutional collaboration is a crucial factor in accelerating scientific development because it allows for the exchange of expertise, research methods, and diverse perspectives. In bibliometric analysis, institutional productivity is often correlated with the level of international collaboration and the quality of publications produced **(Donthu et al., 2021; Zupic & Čater, 2015).**

Overall, the affiliation visualization shows that research on **live shopping host marketing skills management** is still dominated by universities with strengths in information technology, digital business, and marketing. The concentration of publications at certain institutions indicates the existence of centers of excellence *that* are the main drivers of research development in this field. Therefore, these institutions have the potential to become strategic partners in international research collaborations and the development of future research agendas related to *live commerce- based digital* marketing **(Aria & Cuccurullo, 2017; Donthu et al., 2021).**

4.4 Visualization of the Number of Publications Based on Publication Sources

Figure 4.4 shows the development of the number of publications based on **publication sources** in research on **live shopping host marketing skills management** during the period **2021–2026** . This visualization shows the five journals that most actively published articles on this topic, namely **the Journal of Retailing and Consumer Services** , **Journal of Theoretical and Applied Electronic Commerce Research** ,

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Frontiers in Psychology , **Asia Pacific Journal of Marketing and Logistics** , and **Lecture Notes in Networks and Systems** . Analysis of publication sources is one of the important indicators in bibliometrics to identify core journals *that* are the center of knowledge dissemination in a research field (Donthu et al., 2021).

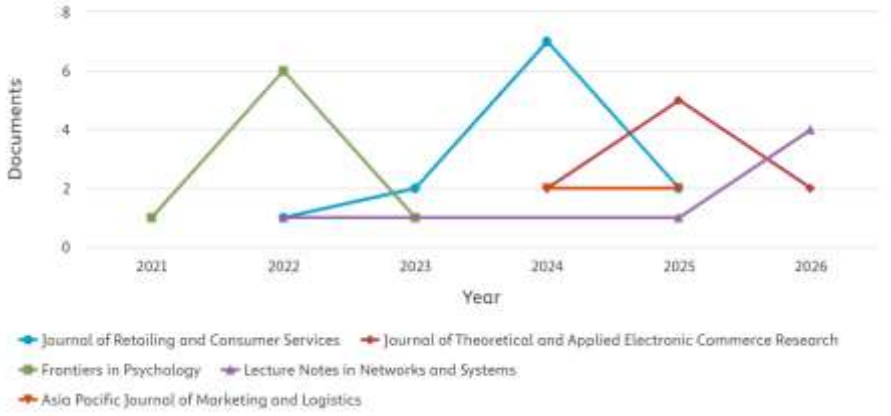


Figure 5. Visualization of the Number of Publications Based on Publication Source

Based on Figure 5, **the Journal of Retailing and Consumer Services** is the journal with the fastest growing publications. The number of articles increased from **1 publication in 2022** , to **2 publications in 2023** , then reached a peak of **7 publications in 2024** , before declining to **2 publications in 2025.** The journal's dominance indicates that studies on consumer behavior, digital marketing strategies, and *live shopping* have become a primary focus within the scope of retail and consumer services research. As a highly reputable international journal, *the Journal of Retailing and Consumer Services* publishes extensive research on digital marketing innovation, customer experience *,* and e-commerce transformation, which are closely related to the development of *live commerce* (Ki et al., 2024).

Frontiers in Psychology also showed a significant contribution, particularly in **2022** with **6 publications** , then decreasing to **1 publication in 2023.** This finding indicates that in the early development of *live shopping research* , the consumer psychology approach was one of the dominant perspectives. Research in this journal generally discusses aspects of trust *,* consumer engagement *,* emotions, risk perception, and purchase intention *in* the digital commerce environment. This shows that the success

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of *live shopping* is influenced not only by technology, but also by psychological factors that influence consumer decisions (Fauzi et al., 2026).

Meanwhile, **the Journal of Theoretical and Applied Electronic Commerce Research** shows a fairly consistent upward trend. The number of publications reached **2 articles in 2024** , increasing to **5 articles in 2025** , then decreasing slightly to **2 articles in 2026.** This pattern indicates that this journal plays an important role in developing theoretical and empirical studies on electronic commerce , including *live streaming- based marketing innovations, digital consumer behavior, and the application of new technologies in online trading activities. The increasing number of publications in this journal indicates the growing academic attention to the development of live commerce* business models (Zou et al., 2024).

On the other hand, **the Asia Pacific Journal of Marketing and Logistics** showed a relatively stable number of publications, namely **2 articles in 2024** and **2 articles in 2025.** This condition indicates that this journal consistently becomes a forum for research publications on marketing, supply chain management, and logistics related to the development of digital commerce. Meanwhile, Lecture **Notes in Networks and Systems** experienced an increase in **2026** with **4 publications** , after previously only publishing **1 article in 2022–2025** . This shows that the development of research on *live shopping* is starting to involve approaches from information technology, artificial intelligence (*AI*), data analytics, and intelligent systems as part of the digital transformation in marketing (Aria & Cuccurullo, 2017).

Overall, the visualization of publication sources indicates that research on **live shopping host marketing skill management** is **multidisciplinary** , involving the fields of marketing, consumer behavior, psychology, information systems, and digital technology. The dominance of internationally reputable journals indicates that this topic has high scientific relevance and continues to grow as *live commerce adoption increases* in various countries. Information about these core journals is also useful for researchers in determining publication targets and understanding the direction of future research developments. This finding aligns with **Bradford's Law** , which states that a small number of core journals are usually the primary sources of publications in a scientific field (Bradford, 1934; Donthu et al., 2021).

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4.5 Visualization of Publication Document Types

Figure 4.5 shows the distribution of **published document types** regarding **live shopping host marketing skill management** based on Scopus metadata. The analysis results indicate that **journal articles** are the most dominant document type, accounting for **62.3%** of all publications. Furthermore, **conference papers** rank second with **23.9%** , followed by **book chapters** at **6.9%** , **conference reviews** at **2.8%** , **review articles** at **2.8%** , and **books** at **1.2%** . This distribution indicates that most research results are published in the form of peer *-reviewed journal articles* , thus possessing a high level of validity and scientific quality. The dominance of journal articles is a common characteristic in the development of scientific fields that have developed because journals are the primary medium for disseminating research results to the scientific community (Donthu et al., 2021).

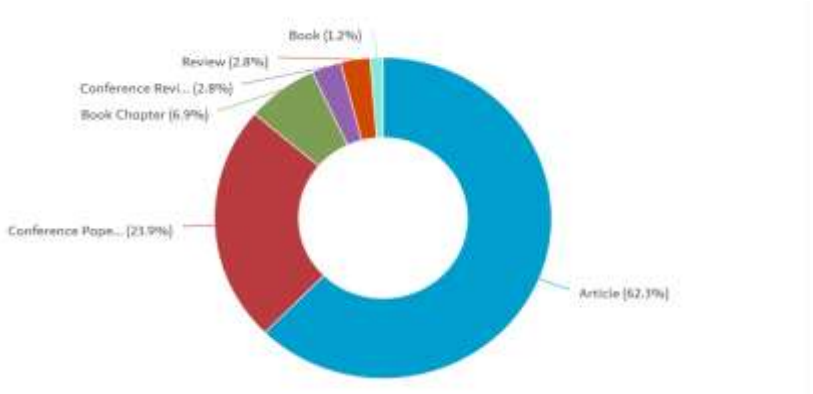


Figure 6. Visualization of Publication Document Types

The percentage of **journal articles** exceeding sixty percent indicates that research on **live shopping host marketing skills management** has developed into a mature field of study and received widespread academic attention. Journal articles generally present more comprehensive empirical and conceptual research results than other types of documents. The high number of journal articles also indicates that research on *live shopping* has been widely published in reputable international journals covering digital marketing, consumer behavior, e-commerce, and information systems (Ki et al., 2024; Zou et al., 2024).

Conference papers, which accounted for **23.9% of the research** , indicate that the topic of *live shopping* is also developing through international scientific forums.

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Publications in conference proceedings are typically used to introduce the latest research findings before publication in journals. The high proportion of *conference papers* indicates that this research field is still experiencing dynamic development, with numerous innovations, new approaches, and technological explorations continually discussed by researchers at various international conferences. This also demonstrates the academic community's strong interest in the development of *live commerce concepts and implementation* (Aria & Cuccurullo, 2017).

Meanwhile, **book chapters,** at **6.9%,** indicate that some research has been published in academic books, which generally discuss topics in greater depth and are conceptual in nature. **Review articles** and **conference reviews** , each contributing **2.8%** , play a crucial role in summarizing research developments, identifying trends, and developing future research agendas. Review articles *often* serve as primary references because they present a synthesis of previous research and provide direction for the development of theory and practice in the field of *live shopping* (Snyder, 2019).

The contribution **of books,** which is only **1.2%,** indicates that publications in book form are still relatively limited compared to journal articles and conference proceedings. This is understandable because the field of **live shopping host marketing skills management** is a relatively new and rapidly developing topic, resulting in more research published through journals and conferences, which have a faster publication process. As the research field matures, the number of book publications is expected to continue to grow as a medium for developing theories, models, and best practices regarding *live commerce- based marketing* (Donthu et al., 2021).

Overall, the distribution of document types in Figure 4.5 shows that research on **live shopping host marketing skills management** is dominated by **journal articles** , reflecting the high quality and credibility of published research. Furthermore, the relatively high proportion *of conference papers* indicates that this field is still in an active growth phase, with the emergence of various innovations and new research topics. This composition of document types indicates that research on *live shopping* will continue to grow with the increasing digital transformation, adoption of artificial intelligence technology, and the development of live-streaming-based e-commerce platforms in various countries (Donthu et al., 2021; Zupic & Čater, 2015).

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4.6 Visualization of Research Subject Area

Figure 4.6 shows the distribution of publication **subject areas** regarding **live shopping host marketing skills management** based on the Scopus classification. The analysis results show that research on this topic is **multidisciplinary** , involving various fields of science. **Business, Management, and Accounting** dominates with a percentage of **23.3%** , followed by **Computer Science** at **21.5%** . Furthermore, **Engineering** and **Social Sciences** each contribute **8.9%** , **Decision Sciences** at **8.1%** , **Economics, Econometrics, and Finance** at **7.3%** , **Psychology** at **4.7%** , **Mathematics** at **3.4%** , **Arts and Humanities** at **2.6%** , **Medicine** at **2.2%** , while the **Other category** contributes **9.1%** . This distribution shows that studies on *live shopping* not only focus on marketing aspects, but also develop into technology, social sciences, economics, and psychology (Donthu et al., 2021).

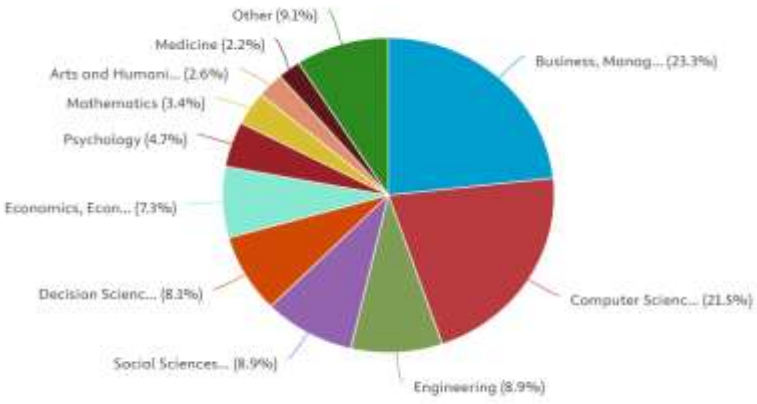


Figure 7. Visualization of Research Subject Area

The dominance **of Business, Management, and Accounting (23.3%)** indicates that research on **live shopping host marketing skills management** is primarily directed at understanding digital marketing strategies, consumer behavior, marketing communications, host competency development, and improving business performance through *live commerce platforms* . The focus of research in this area reflects the increasing importance of hosts' abilities in building interactions with consumers, increasing trust (*consumer trust*), and driving purchasing decisions during live broadcasts. This finding aligns with the development of the e-commerce industry, which

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has made *live shopping* one of the most effective digital marketing strategies in increasing sales and customer loyalty (Ki et al., 2024).

science **(21.5%)** is the second largest discipline, indicating that the development of *live shopping* is heavily influenced by advances in information technology. Research in this field generally discusses the development of *live streaming systems* , artificial intelligence , recommendation systems , data analysis (*big data analytics*), image processing, natural language processing , and machine learning algorithms *used* to improve service quality and user experience on *live commerce platforms* . The high contribution of computer science indicates that technological innovation is a major factor in supporting the effectiveness of live streaming-based digital marketing (Zou et al., 2024).

The contributions **of Engineering (8.9%)** , **Decision Sciences (8.1%)** , and **Economics, Econometrics, and Finance (7.3%)** indicate that research on *live shopping* also examines aspects of technology development, decision-making, and the economic impact of digital commerce implementation. Research in engineering focuses on the development of technological infrastructure and communication systems, while *Decision Sciences* examines consumer and business decision-making models. Meanwhile, economics evaluates the impact of *live commerce* on business growth, marketing efficiency, company profitability, and the broader development of the digital economy (Aria & Cuccurullo, 2017).

Studies in the fields **of Social Sciences (8.9%)** and **Psychology (4.7%)** indicate that the success of *live shopping* is influenced not only by technological factors but also by human behavior. Research in these two fields has extensively discussed the influence of trust, host credibility, social interaction, persuasive communication, user experience , consumer engagement , and psychological factors that influence purchase intention . The results of this study indicate that the quality of host communication during live broadcasts is one of the main factors determining the success of digital marketing activities. Therefore, developing **host marketing management skills** is a crucial aspect in increasing the effectiveness of *live shopping* (Fauzi et al., 2026).

Despite their smaller share, contributions from **Mathematics (3.4%)** , **Arts and Humanities (2.6%)** , and **Medicine (2.2%)** indicate that *live shopping research* is also expanding into other fields. Mathematics is widely used in predictive modeling, data analysis, and algorithm optimization. Arts and humanities examines aspects of communication, digital culture, and the creativity of content created by hosts during live broadcasts. Meanwhile, the medical field is beginning to utilize *live shopping* as a medium

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for marketing health products, health education, and digital communication between healthcare providers and the public. This demonstrates that the application of *live shopping* has expanded into various industrial sectors (Snyder, 2019).

Overall, the distribution of **subject areas** in Figure 4.6 shows that research on **live shopping host marketing skills management** is a **highly multidisciplinary field. The dominance of Business, Management, and Accounting** and **Computer Science** fields indicates that the success of *live shopping* is the result of the integration of marketing strategies and digital technology innovation. Furthermore, the involvement of disciplines such as psychology, social sciences, economics, and engineering indicates that research in this field still has extensive opportunities for development through an interdisciplinary approach. These findings reinforce the notion that *live shopping* is a crucial phenomenon in digital transformation, requiring collaboration across disciplines to produce more effective and sustainable marketing innovations (Donthu et al., 2021; Zupic & Čater, 2015).

4.7 Visualization of the Number of Publications by Country (Country Distribution)

Figure 4.7 shows the distribution of publications based on **author affiliation and country of origin** in research on **live shopping host marketing skills management** based on Scopus metadata. The analysis shows that **China** is the country with the highest publication contribution, with approximately **105 documents** , far surpassing other countries. Next comes **Indonesia** with approximately **27 documents** , followed by **the United States** with **22 documents** , **Malaysia** with **19 documents** , and the **Undefined category** with approximately **16 documents** . Furthermore, **India** produced approximately **13 documents** , **Taiwan** with **11 documents** , **the United Kingdom** with **10 documents** , while **South Korea** and **Thailand** each contributed approximately **9 documents** . This distribution indicates that research on *live shopping* is growing globally, although it is still dominated by countries in the Asian region (Donthu et al., 2021).

China's dominance demonstrates that the country is a major hub for research development on **live streaming commerce**. This is in line with the fact that China is both a pioneer and the largest market *for live commerce* in the world through platforms such as **Taobao Live**, **Douyin**, **Kuaishou**, and **JD Live**. The rapid development of the e-commerce industry in China has driven increased research on consumer behavior, digital marketing strategies, host competencies, the use of artificial intelligence (*AI*), and technological innovations to support live streaming-based transactions. The size of this

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industrial ecosystem makes China a primary source of scientific publications in the field of *live shopping* (Ki et al., 2024; Zou et al., 2024).

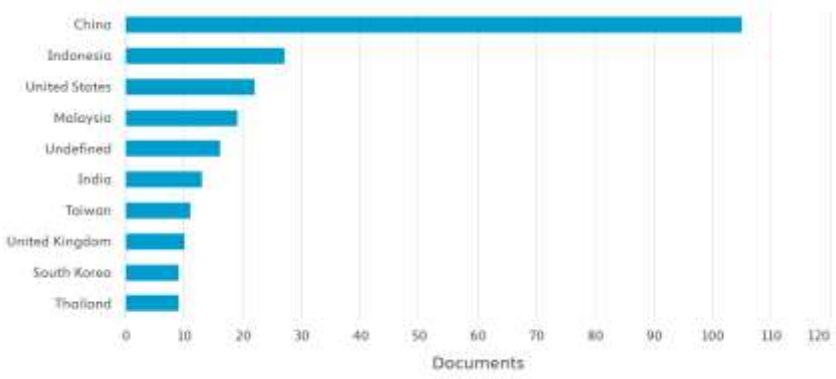


Figure 8. Visualization of the Number of Publications by Country (Country Distribution)

Indonesia's position as the country with the second-highest number of publications demonstrates the growing academic attention to the *live shopping phenomenon* in Southeast Asia. The growth of platforms like **TikTok Shop**, **Shopee Live**, and **Lazada Live** has transformed digital marketing strategies in Indonesia, spurring numerous studies on host skills, marketing communications, consumer behavior, and the effectiveness of livestream sales. This high number of publications also reflects the growing research activity at Indonesian universities in the fields of digital marketing, digital transformation, and e-commerce (Fauzi et al., 2026).

Meanwhile, **the United States**, **Malaysia**, **India**, **Taiwan**, **the United Kingdom**, **South Korea**, and **Thailand** have also made significant contributions to the literature. The presence of these countries demonstrates that research on *live shopping* has developed across regions with various scientific approaches. The United States has contributed more to the development of digital marketing theory and consumer behavior, while Asian countries have focused on implementing *live commerce technology* in business practices. The differences in the characteristics of digital markets in each country have also influenced the focus of research developed by academics (Aria & Cuccurullo, 2017).

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Undefined category indicates that some documents in Scopus metadata do not yet have fully identified country of affiliation information. This can occur due to incomplete affiliation data, changes in author institutions, or inconsistent metadata that has not been updated in the Scopus database. Therefore, this category does not reflect a specific country, but rather represents a common metadata limitation encountered in bibliometric analysis and should be considered when interpreting research results (Elsevier, 2024).

Overall, the country distribution visualization shows that research on **live shopping host marketing skills management** is dominated by countries with rapidly developing **e-commerce and live commerce ecosystems** . China's dominance and Indonesia's increasing contribution indicate that Asia is becoming a hub for research development in this field. Furthermore, the involvement of other countries demonstrates the growing opportunities for international collaboration in developing theories, methods, and best practices for *live shopping -based digital marketing* . These findings demonstrate that research on *live shopping* is global in nature and is expected to continue to grow along with the increasing digital transformation and adoption of e-commerce technology in various countries (Donthu et al., 2021; Zupic & Čater, 2015).

Figure 8 shows an analysis of the social structure in the development of research on marketing *skills management for live shopping hosts* identified through visualization of the collaboration network between authors (*co-authorship network*).

Based on the resulting visual mapping in Figure 8, a very solid main collaboration group or cluster was found, which is marked by a uniform node color *(*pink/orange). This cluster consists of six main researchers, namely Fauzi, Muhammad Ashraf; Nya-Ling, Christine Tan; Chin Wei, Chong; Al-Adwan, Ahmad Samed; Wider, Walton; and Zhuzeyev, Serikkhan. In this network structure, **Fauzi, Muhammad Ashraf** is in a central position, acting as the main interconnector connecting the direct collaboration line with all other research members in the group.

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Figure 9. Visualization of the co-authorship network

intersecting curved lines (*links) between the six authors. Interestingly, this network forms a fully connected subgraph structure*, meaning that each researcher in this figure not only collaborates with the central figure but also has a history of direct co-authorship with each other (e.g., direct collaboration between Nya-Ling and Wider, or Chin Wei and Zhuzeyev). This pattern indicates the existence of an established and productive research group exploring the topics of communication management, marketing, and host skills *in the* live *shopping ecosystem*. The strong collaboration between researchers across these names reflects a solid scientific integration to produce a comprehensive theoretical foundation in this research domain.

Attached in Figure 9 is a map of **the Keyword Co *-occurrence Network* grouped** by research topic clusters (*thematic clusters*). This mapping is crucial for understanding the conceptual roadmap and trends connecting *host skill management* with the *live shopping ecosystem*.

Based on Figure 9, the intellectual structure and conceptual map of *the live shopping host* marketing *skills management research* were analyzed using keyword co *-occurrence network visualization*. Based on the mapping results, the interactions between concepts are divided into five main clusters that are dynamically interconnected. The first cluster (in yellow) is led by the keyword **"live streaming"** as the main axis, which acts as

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a metatheoretical bridge connecting the **"bibliometric analysis" methodology** with the operational aspects of the industry. This keyword "live streaming" has very strong links to all other clusters, confirming that the phenomenon of live broadcasting is the main foundation on which a host's marketing skills *are explored* empirically.

A more specific conceptual linkage is evident in the close relationship between transactional, technological, and consumer psychology aspects represented by the other clusters. The blue cluster centers on **"sales"** and **"electronic commerce**," which dynamically spreads to subtopics such as *marketing effects*, *information overloads*, and *brand shop live streaming*. This cluster indicates that a *host 's skills* are crucial in managing information overload *in* order to continue to drive sales conversions. On the other hand, the green cluster, which highlights **"e-commerce live streaming**," **"human-computer interaction**," and **"digital era purchasing,"** indicates that digital interaction is the main stage where *the host's* communication *skills* are tested. This cluster also directly overlaps with the purple cluster, which focuses on **"flow experience"** and *digital marketing*, suggesting that *the host's* ability to create a flowing and enjoyable experience *is* a determinant of digital marketing success.

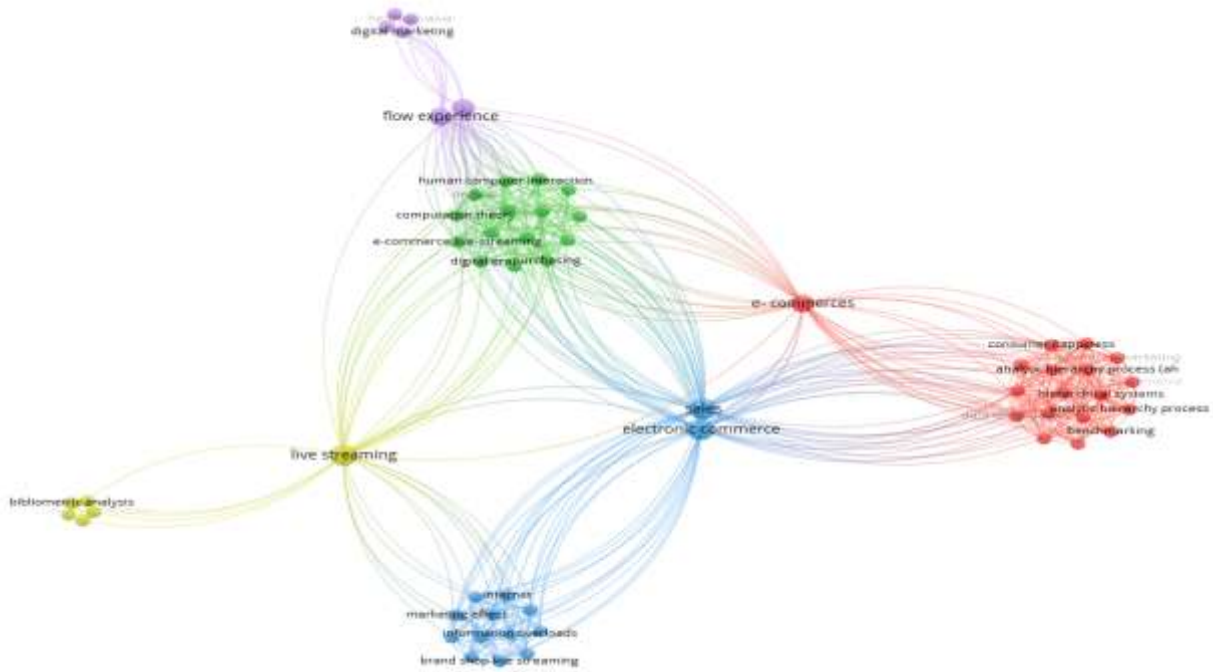


Figure 10. Visualization of Keyword Co-occurrence Network

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Finally, the analytical structure and impact of this ecosystem are illustrated extensively by the red cluster centered on the macro concept of **"e-commerce**." This cluster is densely networked with evaluative themes such as **"consumer happiness**, " **"influencer marketing**," and decision-making methodologies such as **"analytic hierarchy process (AHP)"** and *benchmarking*. The dense network in this red cluster provides theoretical confirmation that *host skill management* does not stand alone; it is part of a measurable *influencer marketing strategy* that directly impacts consumer satisfaction or happiness. Overall, this visualization demonstrates that research on *host* marketing *skills* lies at the intersection of sales efficiency, interaction technology, shaping consumer psychological experiences, and measurable business performance evaluation.

CONCLUSION

Bibliometric research on **live shopping host marketing skills management** has successfully mapped the development of scientific publications, research trends, and literature characteristics based on Scopus metadata. The analysis results show that the number of publications has increased significantly since 2021 and peaked in 2025. This trend indicates that *live shopping* has developed into a strategic topic in digital marketing along with the rapid growth of *live commerce platforms* , such as TikTok Shop, Shopee Live, and various other live broadcasting platforms. This increase in publications reflects the growing academic attention to host competency development, consumer behavior, digital marketing communications, and technological innovations that support e-commerce activities (Donthu et al., 2021).

Author productivity analysis shows that only a small number of authors have high productivity, such as **Li, X.** , **Tang, X.** , **Hao, Z.** , and **Li, L.** , while most authors have a relatively small number of publications. This pattern is in accordance with the characteristics of scientific productivity described in **Lotka's Law** , namely that a small number of researchers produce the majority of publications in a scientific field (Lotka, 1926). In terms of affiliation, **Bina Nusantara University** is the most productive institution, followed by several leading universities from China, Malaysia, and Australia. These findings indicate that institutional collaboration plays an important role in accelerating the development of research on *live shopping* .

Based on country distribution, **China** is the largest contributor to scientific publications, followed by **Indonesia**, **the United States**, **Malaysia**, and several other countries. China's dominance reflects its position as a pioneer in *the live streaming commerce industry* and a global hub for digital commerce innovation. Meanwhile, the

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increasing number of publications from Indonesia indicates that research on *live shopping- based marketing* is growing rapidly in Southeast Asia along with the increasing adoption of *live commerce platforms* by the public and businesses. Analysis of publication sources shows that **the Journal of Retailing and Consumer Services**, **Journal of Theoretical and Applied Electronic Commerce Research**, **Frontiers in Psychology**, **Asia Pacific Journal of Marketing and Logistics**, and **Lecture Notes in Networks and Systems** are the journals most active in publishing research in this field. In addition, the majority of documents are published in the form of **journal articles (62.3%)**, which indicates that research on marketing skill management of *live shopping hosts* has a fairly good level of scientific maturity and is supported by a strict *peer review process.*

The subject area classification results indicate that research on *live shopping host marketing skill management* is **multidisciplinary** , dominated by **Business, Management and Accounting** , **Computer Science** , **Engineering** , **Social Sciences** , and **Decision Sciences** . This indicates that the development of *live shopping* is not only influenced by marketing strategies, but also by technological innovation, data analysis, consumer behavior, artificial intelligence, and information systems. Thus, research in this field requires a cross-disciplinary approach to produce innovations that can increase the effectiveness of digital marketing.

Overall, this study contributes to mapping the development of literature on **live shopping host marketing skills management**, identifying the most influential authors, institutions, countries, journals, and fields of science. The results of this study can be a reference for academics in determining the direction of further research and for practitioners in understanding scientific developments that support the implementation of *live commerce* . Future research is recommended to expand the scope of data by integrating various international databases, such as **Web of Science**, **Dimensions** , **OpenAlex** , and **Google Scholar** , and combining bibliometric analysis with content analysis (*systematic literature review*) or *science mapping* using software such as **VOSviewer**, **Biblioshiny** , and **CiteSpace** to obtain a more comprehensive picture of the evolution of research and opportunities for developing the concept of *live shopping host marketing skills management*.

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SUGGESTION

Based on the results of the bibliometric analysis regarding **the marketing skills management of live shopping hosts** , there are several suggestions that can be used as input for researchers, practitioners, educational institutions, and policy makers.

First, **for researchers**, further research is recommended to not only conduct bibliometric analysis, but also develop empirical research that examines the factors that influence the success **of live shopping hosts**. Variables such as communication skills, *storytelling*, personal branding, interaction with the audience, consumer *trust*, host credibility, customer engagement, customer experience, and purchase intention *can be analyzed using quantitative, qualitative, or mixed methods* approaches. In addition, research can integrate digital marketing theory, *the Technology Acceptance Model (TAM)*, *Stimulus-Organism-Response (SOR)*, or *Uses and Gratifications Theory* to produce a more comprehensive conceptual model.

Second, **for academics** , the results of this research can serve as a basis for developing curricula and learning materials on digital marketing, e-commerce, and *live commerce* . Universities should also encourage cross-disciplinary research collaborations between management, marketing, information systems, computer science, psychology, and communications to produce innovations relevant to the development of the digital industry.

Third, **for practitioners and business owners** , the research findings indicate that host competency is a crucial factor in the success of *live shopping activities* . Therefore, companies and businesses are advised to improve host competency through training focused on persuasive communication skills, product presentation techniques, mastery of *live streaming technology* , managing customer interactions, and utilizing digital analytics to evaluate live broadcast performance. **Artificial Intelligence (AI)** -based technology , sentiment analysis, and recommendation systems can also be utilized to improve the effectiveness of marketing strategies.

Fourth, **the government and policymakers** need support in the form of developing a healthy digital trade ecosystem through increased digital literacy, consumer protection, and the development of regulations that can encourage digital economic growth without neglecting transaction security and business ethics. Support for research and innovation in *live commerce* is also crucial to increasing the competitiveness of businesses, particularly micro, small, and medium enterprises (MSMEs).

Fifth, **methodologically**, future research is recommended to expand the scope of data sources by combining several international databases, such as **Scopus**, **Web of**

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Science, **Dimensions**, **OpenAlex**, and **Google Scholar**, so that the literature coverage becomes more comprehensive. In addition, bibliometric analysis can be combined with **Systematic Literature Review (SLR)**, **science mapping**, **co-word analysis**, **co-citation analysis**, **bibliographic coupling**, and **topic modeling** using software such as **VOSviewer,** and **Bibliometrix**. This approach will provide a deeper understanding of the intellectual structure, the evolution of research themes, and the direction of development of **marketing skills management research on live shopping hosts** in the future.

Overall, this study demonstrates that **live shopping host marketing skills management** is a rapidly developing field with ample research opportunities. The integration of digital marketing, artificial intelligence, data analytics, and consumer behavior is expected to be a key focus of future research. Therefore, collaboration between academia, industry, and government needs to be continuously enhanced so that research not only provides theoretical contributions but also generates innovations that can be applied to improve the competitiveness of digital businesses at the national and global levels.

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